

1. Presentation Aesthetics

Selection of fonts and colors, writing style, legibility of text, and other production values

2. Presentation Design for Learning

Formatting, highlighting and sequencing of information

3. Accuracy of Content

Veracity, accuracy, level of detail, and educational significance of knowledge

4. Support for Learning Goals

The alignment of learning activities, content and assessment to goals

5. Motivation

Ability to motivate, and stimulate the interest of, an identified population of learners

6. Interaction Usability

Ease of navigation, predictability of the user interface, and the quality of UI help features

7. Interaction Feedback and Adaptation

Adaptive content driven by differential learner input or learner modeling

8. Reusability

Ability to port between different courses or learning contexts without modification

9. Standards Compliance

Adherence to international standards and specifications

10. Accessibility

Support for learners from diverse backgrounds and with varying capabilities